

Marketing Education in Missouri Fact Sheet

Definition

Marketing Education represents a body of instruction focused on marketing, including merchandising and management. It includes multiple instructional programs to meet the education and training needs of youth and adults who have another career field and wish to acquire marketing competencies as part of their preparation.

Mission

The mission of Marketing Education is to develop competent workers in and for the major occupational areas within marketing; assist in the improvement of marketing practices; and build understandings of the range of social and economic responsibilities that accompany the right to engage in marketing in a free enterprise system.

Nature of Marketing

Marketing consists of those activities that make products and services readily available to consumers and businesses. Essentially, marketing is the bridge between production, including the creation of services and ideas, and consumption. Most of these activities are performed by retailers, wholesalers, and businesses-providing services. Marketing occupations, however, are found in all types of for-profit business, including those that manufacture products, as well as in not-for-profit organizations.

Instructional Programs

Instructional programs in Marketing Education reflect the scope of marketing in the economy and are geared toward career opportunities in:

- Apparel and Accessories Marketing
- Business and Personal Services Marketing
- Entrepreneurship
- Financial Service Marketing
- Floristry, Farm and Garden Supplies Marketing
- Food Marketing
- General Marketing (*e.g. Industrial Sales, International Marketing, Marketing Management*)
- Home and Office Products Marketing
- Hospitality and Recreation Marketing
- Insurance Marketing
- Real Estate Marketing
- Transportation and Travel Marketing
- Vehicles and Petroleum Marketing

Curriculum

In broad terms, successful workers in marketing are skilled in the functions of marketing; know how to relate to people; are computer literate and able communicators; reflect a positive work ethic; draw on all of their educational achievements; know their product or service area; and apply economic understandings in a private enterprise system and international commerce.

Based on these desirable competencies for initial employment and upward mobility, the framework for instructional content is as follows:

Communications in Marketing
Economics and Marketing
Employment and Advancement
Human Relations in Marketing
Marketing Operations
Market Planning
Physical Distribution
Sales Promotion
Selling

Methodology

In Marketing Education, a variety of “hands-on, minds-on” methods are used to make instruction vocationally relevant. Applied learning takes the form of instructor-supervised part-time employment (commonly referred to as cooperative education); job/cluster specific in-school projects and laboratory experiences; and other goal-directed activities.

Student Organization

DECA is an integral part of instruction. DECA’s programs and activities motivate students to increase their leadership and creative abilities, reinforce competencies developed in the curriculum, and encourage a competitive spirit.

Where Offered

Marketing Education programs are offered in high schools, area vocational schools, and two-year postsecondary institutions throughout Missouri.